



March 8, 2004

Assistant Commissioner of Patents

Washington, DC 20231

2614  
#4  
RECEIVED

MAR 25 2004

Technology Center 2600

09/732695  
**PROTEST UNDER 37 CFR 1.291(a)**

Re: System for targeted advertisement, personal editing and parental control in a television network

US File # **20020073421**

Filed: December 8, 2000

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20020073421**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length a filtering and advertising delivery system dependent upon a database maintained at the client level. The inventor refers to a traditional client/server system as a "computerized system" presumably residing in a settop box connected to a television. Within this system, he builds and stores (0009) a database containing a plurality of advertisements dynamically retained at the client terminal and triggered by user content selections. Descriptive paragraphs are (0009) (0012) (0023) and others.

The abstract reads in part, "In particular, the system replaces a television commercial meaningless for a viewer by a commercial that may be of certain interest to the viewer. Another application is an improvement in management of controversial matter such as sex and violence. Depending on viewer's preferences the system replaces a certain scene by a commercial or restores such a scene if it has been replaced by a commercial in a program edited for broadcast television."

Selecting a channel or show on television which is the equivalent to a URL into a browser locator window that makes a match with an advertising database maintained at the client system in the remotely controlled and updated database (0009) and in the event a match is made by comparing, an appropriate advertisement is displayed (Claims 6,7) or inserted into the video stream even superimposing over the existing TV display.

Relevant Claims are 6,7 and others. Basing ad display upon program selection comparisons, demographics or time is no different than selecting a URL in a

browser or Keyword in a search engine. Whether a cable TV network or the internet, both are electronic communication networks.

This is referred to as "pull" advertising as a voluntary action (channel or content selection) on the part of a user interacts with a pre-established client advertising database and a targeted ad is displayed.

I am objecting to this patent filing, as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing correlating to the internet and only some vague references to server profiling systems. The filers are correct that a targeted system based on program selection or content is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following prior art references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology

There may be more prior art preceding the 12/8/2000 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.

The screenshot shows a Netscape browser window with the address bar displaying a URL from esp@cenet.com. The page content includes a search bar, a sidebar with navigation links, and a main section titled 'TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD'. This section contains bibliographic data for patent CA2328913, including publication date, inventor (ZETMEIR KARLUD (US)), applicant (ZETMEIR KARLUD (US)), and classification. It also lists 'Also published as' with references to WO9955066 (A1) and EP1076983 (A1). An abstract is provided at the bottom, describing a telephone call management computer program that provides call management features and long distance savings for telephone consumers and marketing services for sponsor companies.

esp@cenet document view - Netscape

http://V3.esp@cenet.com/newdoc?A=Zetmeir&FIRST=1&C=esp&LG=en&DB=EPDOC&I=J&KW=Zetmeir&Subm=

esp@cenet document view

Return to result list

**TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD**

**Bibliographic data**

Field	Value
Patent number	CA2328913
Publication date	1999-10-28
Inventor	ZETMEIR KARLUD (US)
Applicant	ZETMEIR KARLUD (US)
Classification	H04M 1/00 (20060101)
European	CA19962328913, 199904114
Application number	CA19962328913, 199904114
Priority number(s)	US 1996002041, 19960417, WO 19980308102, 19990414

**Also published as:**

- WO9955066 (A1)
- EP1076983 (A1)

**Abstract of CA2328913**

A telephone call management computer program that provides both call management features and long distance savings for telephone consumers and marketing and advertising services for sponsor companies that wish to advertise to the consumer is disclosed. The call management program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically front-loads a long distance carrier's PIC code in front of all long distance calls made from the user computers to permit consumers to automatically make long distance phone calls at discounted rates without memorizing numerous PIC codes and without continually shopping for the best long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.

United States Patent 6,141,010 - Netscape

File Edit View Go Bookmarks Tools Window Help

http://pat.uspto.gov/netao/rph-Parser?Sec1=PT01&Sec2=HT0FF&d-PALLp-1&u=/netao/rchnum.html#1 Search

Mail Home Radio Netscape Search Bookmarks Internet Lookup

United States Patent 6,141,010

### USPTO PATENT FULL-TEXT AND IMAGE DATABASE

[Home](#) [Quick](#) [Advanced](#) [Pat Num](#) [Help](#)

[Bottom](#)

[View Cart](#) [Add to Cart](#)

[Images](#)

(1 of 1)

---

United States Patent  
Hoyle

6,141,010  
October 31, 2000

---

#### Computer interface method and apparatus with targeted advertising

##### Abstract

A method and apparatus for providing an automatically upgradeable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining what banner advertising will be sent to the user. The software application further targets the advertisements in response to normal user interaction, or use, of the computer. Associated with each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as an advertisement for a stock brokerage). This provides two-tiered, real-time targeting of advertising--both demographically and reactively. The software application includes programming that accesses the server on occasion to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.

Copyright © 2000 by the United States Patent and Trademark Office

CLARIA - Corporate Overview - Overview - Netscape

File Edit View Go Bookmarks Tools Window Help

http://www.claria.com/companyinfo/ Search

CLARIA - Corporate Overview - Overview

# CLARIA.

CORPORATE OVERVIEW

- CORPORATE OVERVIEW
  - Overview
  - News Room
  - Media Relations
  - Employment
- ADVERTISE
  - Advertising Services
- PRODUCTS & SERVICES
- CONTACT US

## Overview

### ■ Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 38 million consumers and more than 300 Advertisers - including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads - boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

### ■ History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and International offices in the U.K. and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology Crossover Ventures, U.S. Venture Partners, Investor AB and Consilient Capital.